2008-05347/

BRITISH COLUMBIA
The Best Place on Earth

ACHIEVEBC
BRINGING OUT THE BEST

NEWS RELEASE

For Immediate Release
2007AE0071-001391
Oct. 30, 2007

Ministry of Advanced Education

B.C. ANNOUNCES EXPANDED CAMOSUN COLLEGE BUSINESS DEGREE

VICTORIA – Camosun College is offering two new business degree majors, in marketing communications management, and human resource management and leadership, Advanced Education Minister Murray Coell announced today.

"Our thriving, knowledge-based economy means there is intense demand in almost every industry for people trained in human resources and marketing communications," said Coell. "Camosun's commitment to providing students with relevant training for today's marketplace will help ensure British Columbia's competitiveness."

British Columbia Work Futures projects that to the year 2011 there will be an average employment growth of two per cent in communications, and above-average employment growth of 2.6 per cent in human resources and 3.8 per cent in business services like advertising and promotions.

"These new majors provide students with lots of options, including the opportunity for diploma students to continue studying towards a degree," said Camosun College president Elizabeth Ashton. "Our students have the reputation of being able to hit the ground running as they enter the workforce, and I am confident that graduates of this program will be successful."

The two new degree majors complement a bachelor of business administration program in accounting. All three majors will include co-op programs that provide students with practical training in their chosen fields.

"New degrees give students more choice and prepare them for real needs in today's economy," said Coell. "It means students don't have to leave the province to study and it builds on our plan to expand our post-secondary system by 25,000 seats."

Since 2003, more than 150 undergraduate and graduate degrees have been approved that complement government's Pacific Leadership Agenda, helping B.C. improve its competitiveness and productivity through education and skills training.

-30-

Media contact: Corinna Filion
Communications Manager
250 952-6400
250 812-7977 (cell)

For more information on government services or to subscribe to the Province's news feeds using RSS, visit the Province's website at www.gov.bc.ca.